

**Subject:** Re: Wish List for Santa Monica aka Theatre Row - Wilcox to Vine Hollywood Media District

**From:** Dan Halden

**Date:** 02/02/2016 04:45 PM

**To:** Media District

**CC:** Jim Omahen <jim@mediadistrict.org>, Jeanne Min <jeanne.min@lacity.org>

Thanks, Lisa!

Are the below items also slated to be included in the scope of work that is part of the BID's \$220 Metro grant, or are there items on this list that would NOT be included in that scope of work?

Also, a question I forgot to ask earlier: Has Caltrans issued the encroachment permit for the medallions?

Thanks,






**Dan Halden**

Hollywood Field Deputy

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On Tue, Feb 2, 2016 at 4:21 PM, Media District <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)> wrote:

Dear Dan:

I would love to vision Santa Monica Boulevard as a "Great Street":

1. Overall Streetscape Design from Vine to Wilcox
2. Updated Street Furniture and Trash Receptacles
3. Continental Cross Walk at Wilcox/Santa Monica – THEATRE ROW
4. Possible color concrete paving upgrade to mimic theme of Theatre Row
5. Decorative Light Standards
6. Make street segment from Vine to Wilcox Pedestrian friendly
7. Increase meter time from 1 hour to 2 hours during day and week nights from 6pm to 12 midnight to accommodate theatre patrons
8. Kiosks - Identifying Theatre Row tenants
9. Possible grant to upgrade theatre fronts

That is all for now. Let me know what you think.

Regards,

Lisa Schechter

Executive Director

Hollywood Media District BID

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